

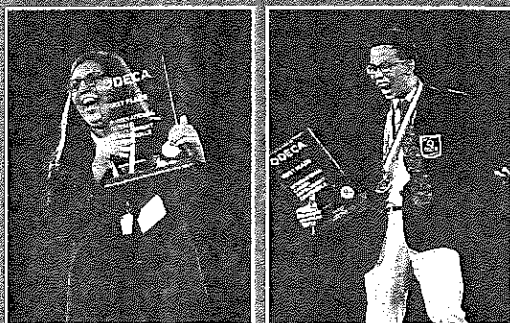
ODECA

WRITTEN EVENT WINNERS

2015 INTERNATIONAL CAREER DEVELOPMENT CONFERENCE



COMMUNITY SERVICE PROJECT



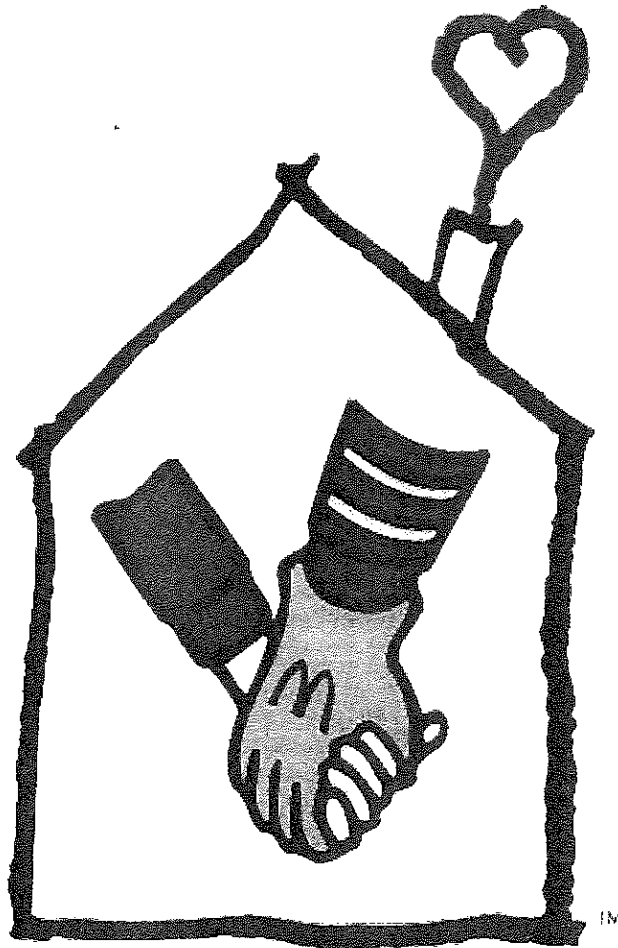
1st Place

MARIA AWAD
SYDNEY CLARK
MADISON FEIGH

Carmel High School, IN

COMMUNITY SERVICE PROJECT

"Raising for Ronald"



RONALD McDONALD
HOUSE CHARITIES

Carmel DECA Chapter
Carmel High School
520 E. Main Street
Carmel, IN 46032

Maria Awad, Sydney Clark, Madison Feigh
March 08, 2015

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I. EXECUTIVE SUMMARY

What began as a way for our DECA Chapter to raise money for the Ronald McDonald House of Indiana ended up becoming much more. We started off as a small group of three students who wanted to raise enough money to provide the children and families currently residing in the Ronald McDonald House of Indiana with gifts from their holiday wish list along with an excellent home cooked dinner. Weeks later, we ended up with our whole DECA Chapter recognizing and appreciating Ronald McDonald Homes and all they do for the community while providing over \$2,750 for the children and families there to turn their holiday dreams into a reality.

Objectives

- To educate our school about how non-profit organizations work
- To raise awareness about the Ronald McDonald Charities to the school and the community
- To provide resources and financial help to the Ronald McDonald House of Indiana
- To provide the families residing in the Ronald McDonald Home of Indiana with a true feeling of holiday spirit

Fundraisers

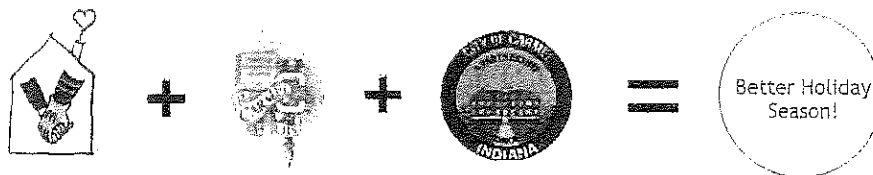
- Fundraiser at local restaurants: City Barbeque and Vitality Bowls
- Proceeds from a student-run coffee shop
- Proceeds from DECA T-Shirts
- Big Sis/Little Sis Fundraiser at local gym

Donations

- Fulfilled holiday wish-list
- 49 blankets delivered
- Holiday meal
- Additional donation of \$2,750

Dealing with a child's illness can be difficult enough, but when families travel across the country for medical care, the needs of the rest of the family can become impossible to fulfill. Finding hotels for weeks at a time while spending thousands on medical care is often out of reach for nearly all of these families. Due to this, the Ronald McDonald House Charity provides places for these families to stay for little cost to no cost. Families staying during the holiday season are still under copious amounts of stress due to the treatment of their child, and providing a sufficient holiday season for the rest of their family is neither a priority or a possibility under their financial circumstance.

Being one of the largest chapters in the nation, with over 500 students, the Carmel High School DECA chapter has the ability to make a monumental impact on these families during a difficult time in their lives. The chapter worked to provide the families of The Ronald McDonald House Charity with the best possible 2014 holiday season. Along with this goal, we also took on the task of inspiring other people within the Carmel Community to give back to those in need.



II. INTRODUCTION

A. Historic background of the selected community service or charity

It all began in Philadelphia in 1974 when 3-year old Kim Hill, daughter of Philadelphia Eagles football player Fred Hill, was being treated for leukemia at St. Christopher's Hospital For Children.

During Kim's three years of treatment, the Hill family often camped out on hospital chairs and ate makeshift meals out of vending machines, while they watched other parents doing the same thing. They realized that many of the families traveled great distances to bring their children to the medical facility, but could not afford hotel rooms.

The Hills knew that there had to be a solution. Fred rallied the support of his fellow Eagles teammates to raise funds, and made connections with Dr. Audrey Evans, the head of the pediatric oncology unit at the Children's Hospital of Philadelphia. Jim Murray, the Eagles' general manager, enlisted Don Tuckerman from the local McDonald's advertising agency, who with the support of McDonald's Regional Manager Ed Rensi, launched the St. Patrick's Day Green Milkshake (now known as the Shamrock Shake) promotion. Funds raised went toward purchasing an old house located near the hospital.

The Core Values Guiding the Mission of Ronald McDonald Homes:

- Focusing on the critical needs of children.
- Celebrating the diversity of our people and programs.
- Valuing our heritage.
- Operating with accountability and transparency.

Thus, the first Ronald McDonald House was born on October 15, 1974—a "home-away-from-home" for families so they can stay close by their hospitalized child for little or no cost. The Mission of Ronald McDonald House Charities (RMHC) is to create, find, and support programs that directly improve the health and well being of children.

As pioneers of providing family-centered care, RMHC strives to be a part of the solution in improving the lives of children and their families, providing programs that strengthen families during difficult times. In recent years, Ronald McDonald Houses have added a new vision to their houses, the RMHC Impact Strategy. This made it one of the goals of

Ronald McDonald Houses to serve one million or more children and their families per year, giving them the foundation to be stronger and more efficient than ever.

Ronald McDonald House Charity's Vision Statement:

"We believe when you change a child's life, you change a family's, which can change a community and, ultimately, the world."

Strategic Priorities of the RMHC Impact Strategy:

- Expanding our reach by both creating and growing existing programs - including Ronald McDonald Houses and Ronald McDonald Family Rooms
- Strengthening our global network through staff development and education, and ensuring the financial sustainability of RMHC and its Chapters around the world
- Mobilizing support to increase the understanding of RMHC programs; thereby allowing RMHC to support more children and families around the world

By staying at a Ronald McDonald House, parents are also able to communicate with their child's medical team and keep up with complicated treatment plans when needed. Ronald McDonald Houses are funded solely by donations and are run by volunteers and qualified staff members. Ronald McDonald Homes rely on strong relationships with the medical community to provide access to health care, along with the RMHC Mission Partner, McDonald's, including the corporation, owner/operators, suppliers, and customers.

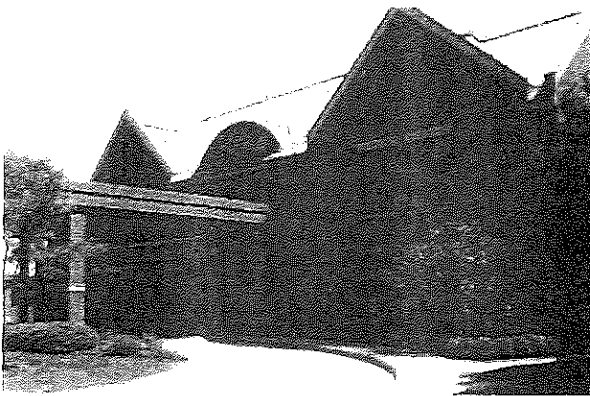
With each additional RMDH added across the globe, new programs are instilled within each one, such as the RMHC/HACER Scholarship Program, and the Pop Tab Collection Recycling Program, each helping participating Houses raise hundreds of thousands of dollars for funds. Throughout the strong network of RMHC Chapters around the world, these homes are able to identify needs and carry out the RMHC vision. Ronald McDonald Homes have continued to grow worldwide, and today there are over 300 homes found in over 62 countries and regions across the globe.

RONALD MCDONALD HOME OF INDIANA

RMHC of Indiana was opened in October 1982 with a several-bedroom house ready to make life a little easier for young patients and their families. The mission of this house is to provide a

supportive home-away-from-home for families of seriously ill or injured children receiving medical care at Riley Hospital for Children at IU Health and other Indianapolis hospitals. The vision of RMHC of Indiana is to provide exceptional core services within the House and expand family care and comfort as needed. While the cost of operating a single room is \$80 per night, families staying at the House are asked to make a modest donation of \$15 per night. No family is ever turned away from the House if they are unable to pay.

The Ronald McDonald House of Indiana has housed over 35,000 families from every Indiana county. The original location, which was the focus of our project, is located on the campus of IUPUI and has 46 sleeping rooms as well as six apartments designed especially for the needs of transplant patients and their families.



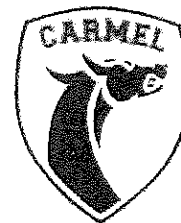
The Ronald McDonald Home of IUPUI Provides:

- Kitchen area that includes a stove or microwave
- Home-cooked meals
- Shower facilities
- Sleeping rooms
- Special suites for children with suppressed immune systems
- Playrooms for children
- Laundry facilities
- Internet access
- Reference books
- A seating area with a television
- A quiet room

B. Description of the local DECA chapter, school, and community

WE ARE CARMEL DECA

The Carmel High School DECA chapter has shown massive growth since it's introduction into Carmel High School. In recent years, Carmel's DECA chapter has grown rapidly with the numbers growing from 150 members in 2012 to 285 members in 2013 and to 506 members at the present time. The Carmel Chapter is one of the largest chapters in



the world and prides itself in its multiple state and international accomplishments. Until last year, the DECA program has been offered exclusively to students who were enrolled in the large selection of business courses offered throughout the school. During the 2014-15 school year however, the DECA program became available to all students throughout Carmel High School with an interest in business.

With 138 IB Business Management students, 135 Marketing students enrolled in the Carmel



Chapter, and 233 other Carmel High School students, Carmel DECA is a diverse group of students who are all looking towards expanding their knowledge and participating in recognition and leadership activities directly related to occupational goals. DECA officers, consisting of a president, vice president, secretary, treasurer,

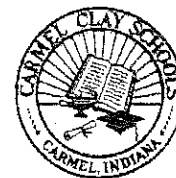
reporter, and cabinet members are all peer-elected representatives. This year due to the large number of CHS students that continue with a higher education in the business field, students decided to create a mission statement for the chapter, "To provide CHS students with a channel to excel in the knowledge, understanding, and practice of business by establishing a competitive platform that prepares students for success beyond DECA." The alumni of the Carmel DECA chapter have been very successful in their continued studies and continue to work to establish themselves in the business world. Many have returned to serve as mentors to current students of the Carmel Chapter.

Carmel DECA also runs a spirit shop as well as a newly implemented coffee shop within Carmel High School, both operated by DECA students. The Spirit Shop and the Carmel Café serve as tangible opportunities for Carmel DECA students, helping them develop skills and competence for marketing careers, build self-esteem, experience leadership and practice community service.

WE ARE CARMEL CLAY SCHOOLS AND CARMEL HIGH SCHOOL

"Experience Excellence...Explore Opportunities...Realize Potential." This quote embodies everything Carmel Clay Schools is about. Carmel Clay Schools strive to create a positive environment in which all students are challenged and inspired to achieve their potentials. The

Carmel Clay Schools System is one of the few school systems in Indiana to earn district accreditation via AdvancED, an international organization. All 15 schools achieved Adequate Yearly Progress, as defined by No Child Left Behind, and have all received an exemplary rating from the State of Indiana.



The Carmel Clay School District are made up of eleven elementary schools, three middle schools, and one high school.

A school that is home to a little over 5,000 students, Carmel High School is a wonderful place for students from diverse backgrounds to grow educationally, get involved, and have a meaningful high school experience. In every way that schools are measured, whether it is academically, in the fine and performing arts, or athletically, Carmel High School excels.



The curriculum, course offerings, co- and extra-curricular offerings at Carmel High School are second to none. Carmel High School strives to create an environment where each and every student is given the attention necessary to achieve his/her individual success. Since its opening in 1921, Carmel High School has had a strong sense of "Greyhound pride," and this can be sensed as soon as one enters the building. Carmel High School has a long history of service to its community and a respected tradition of excellence in academics, athletics, performing arts, and other competitive events. The mission statement of Carmel High School is to "create a positive environment in which all are challenged and inspired to achieve their potentials." The school's overall philosophy recognizes that all students deserve the opportunity to develop their potential in an atmosphere of self-disciplined behavior and encourages and inspires students to think logically, creatively, and effectively for the benefit of themselves and society.

Elementary Schools (K-5)

- Carmel Elementary
- Cherry Tree Elementary
- College Wood Elementary
- Forest Dale
- Mohawk Trails
- Orchard Park
- Prairie Trace Elementary
- Smoky Row Elementary
- Towne Meadow Elementary
- West Clay Elementary
- Woodbrook Elementary

Middle Schools (6-8)

- Creekside Middle School
- Carmel Middle School
- Clay Middle School

High Schools (9-12)

- Carmel High School



INTRODUCING THE CARMEL COMMUNITY

The city of Carmel is a fast-growing, economically-thriving suburban edge city on the North Side of Indianapolis. Home to about 85,927 residents (2013), the once sleepy suburban community has been transformed over the past 20 years by ambitious redevelopment projects that have led to the making of a vibrant city that is no longer simply a place to sleep at night.

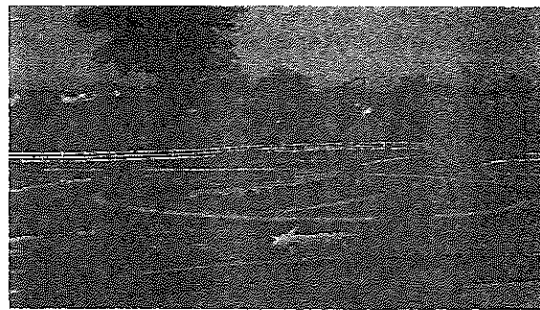
<i>Signature Attractions</i>
<u>Arts & Design District</u> <ul style="list-style-type: none">• Includes art galleries, restaurants and shops, along with the Indiana Design Center
<u>Center for the Performing Arts</u> <ul style="list-style-type: none">• Contains a world-class, 1,600-seat Palladium concert hall and two separate theaters
<u>Monon Community Center</u> <ul style="list-style-type: none">• A comprehensive system of multi-use trails, miles of dedicated bicycle lanes on city streets• Outdoor water park that attracts thousands of visitors from across the state
<u>More than 80 Roundabouts</u> <ul style="list-style-type: none">• Carmel has more roundabouts than any other city in America• These roundabouts have replaced many traffic signals and 4-way stops throughout the community, making Carmel one of the most commuter-friendly cities in America

With excellent schools, low taxes, safe neighborhoods and ease of transportation, Carmel has emerged as one of the most coveted places to live, not just in Indiana, but in the United States. In 2012, CNN Money Magazine named Carmel the No. 1 place to live in America.

The City of Carmel has been recognized for excellence in many aspects of its planning, development, implementation and service. Carmel's work force is well trained and dedicated to providing the highest level of service to residents, businesses and visitors to our community. This work has been recognized by various organizations locally, nationally and internationally.

<i>City Awards and Recognition</i>
<u>#1 Best Place to Live in America by CNN Money Magazine</u> in 2012 for cities with a population between 50,000 and 300,000
<u>#1 Best Town for Young Families</u> based on public school rating, median home value, ongoing cost of home ownership, median income and economic growth
<u>Forbes: The Surprising Cities Creating the Most Tech Jobs</u> —The Indy-Carmel metro region ranking 9th in the nation for the creation of high tech jobs
<u>CNBC voted Indianapolis/Carmel "Best Cities to Relocate to in America"</u>

<u>Carmel Utilities—Water quality awards</u> —Received from the Indiana Department of Health
<u>Climate Protection Award</u> —Awarded to Carmel by the U.S. Conference of Mayors for its roundabout program and other environmental initiatives



III. CONTRIBUTIONS TO A NEEDED COMMUNITY SERVICE OR CHARITY

A. Purpose of the project

We strongly believe that no family should ever have to worry about the cost of being at their child's side, especially when they are ill. Unfortunately due to the high costs of treatments and hospital bills, this is a worry of some families. For a family without a child in the hospital, the holiday season can be extremely stressful but when you have a child in the hospital the stress grows exponentially. Therefore the objectives of the project are as follows:

- To provide the families residing in the Ronald McDonald Home of Indiana with a true feeling of holiday spirit.*

Holiday cheer is contagious and when the surrounding area is decorated it is hard not to fall into the happiness of the season. In order to achieve this objective of spreading the holiday spirit, we planned on decorating the houses and providing holiday activities such as making ornaments with the families. We also planned a dinner to allow the families an opportunity to enjoy themselves and relax during the holiday season.

- *To educate Carmel High School students about how non-profit organizations work.*

Since non-profit organizations such as the Ronald McDonald House Charities run solely of donations and partnerships from others, we decided to simulate this by having students raise one dollar from ten people. Also, in order to teach DECA students the importance of partnering with other companies, we partnered with different restaurants and businesses to demonstrate how significant their donation can be.

- *To raise awareness about the RMHC to the school and the community.*

At each fundraiser, we further promoted the Ronald McDonald House Charities by providing all participants with a description of the Ronald McDonald House Charities. In this description we included various ways to support the charity.

- *To provide resources and financial help to the Ronald McDonald House of Indiana.*

Through the donations of the blankets, the items on the Holiday Wish List, the meal, and money, we planned to help the Ronald McDonald House of Indiana through this special time of year.

B. Rationale for selecting the community service or charitable project

One of our Carmel DECA Chapter members was volunteering at the Riley Hospital for Children in Indianapolis when she came across a group of children who had stayed in the hospital for weeks on end. As she watched the families come and go, she noticed the struggles that each family endured threatened to tear them apart. In families with more than one child, she noticed that the child with the illness was on the receiving end of all the attention, while the other children were somewhat neglected, due to the amount of stress an illness or treatment can lead to and the lasting impact it makes on a family. Most organizations involved with hospitals, such as the *Make A Wish Foundation*, focus only on the ill child, and do not recognize the child's immediate family who are also suffering. Organizations like these fail to help the struggling families who sacrifice their entire lives to travel around the country getting the best treatment for their child. Although what these organizations are doing for these children is incredible, we felt that there had to have been



Riley Hospital for Children
Indiana University Health

an organization that reached out to these suffering families and assisted them through this difficult journey. After coming to this realization, a few Carmel DECA students went on to research organizations that helped the families much like the ones a fellow DECA member had seen during her time volunteering at the Riley Hospital for Children.

This research all pointed to the Ronald McDonald House Charities, and our chapter was thrilled to see that the Ronald McDonald Home of Indiana provided many opportunities to volunteer and to donate. We saw this as an opportunity to educate Carmel High School students about non-profit organizations, and how they are run solely off of fundraising and donations. By involving our chapter with this non-profit organization, RMHC, we were able to give Carmel High School students a small glimpse of what these organizations are like and how they are operated.

As the holiday season approaches, students continually expressed their love for this time of year. And as a result, we decided that the RMH of Indiana needs that same enthusiasm towards the season. When we began to research possible ways to help the RMH of Indiana during the season, we came across a wish list of items that residing families have asked for but have not been able to receive. Items on the list range from baseball gloves to shaving kits and mp3 players. As a large chapter, we realized that with ten dollars donations from each member we would be more than capable of raising the amount necessary to purchase all the gifts and give these families the presents and the spirit of the holiday season they have most likely missed out on due to the costs of an expensive treatment for their child.

While purchasing all the items on the Wish List was our priority, we realized the season is not complete without a decorated tree to put the presents under. The favorite restaurant of the area, City Barbeque, was more than happy to help us raise funds for our project. So, on a set date, City Barbeque donated a portion of their proceeds to Carmel DECA to be used for the Ronald McDonald House Charity community service project.

Over 1,500 families stay at the Ronald McDonald Home of Indiana yearly. Although our contribution may seem like such a small amount in relation to larger organizations', the ability to bring these struggling families together for such an exciting season and provide a sense of holiday spirit is a very empowering and humbling feeling that we felt should be spread throughout the Carmel Community, especially during the holiday season.

C. Description of the benefits of the project to the chapter and chapter members' understanding of leadership development, social intelligence and community service

As members of the DECA organization, we have the opportunity to develop 21st century skills that will help us to become leaders in the business world. Through this project, our chapter members were able to exercise those skills that they will use in the future and watch the difference they make in others' lives. In exercising these skills we were able to find the best strategies for future projects and situations.

Each of these 21st Century skills were integrated throughout the community service project to create a comprehensive learning experience for our fellow DECA members, all combining to build leadership development, social intelligence, and civic consciousness.

Skill:	How:
Communication and Collaboration	<p>Communicate Clearly: Because there were no times when all 500 Carmel DECA Chapter members could convene at the same time, we had to become creative with communicating. Through the use of the class representatives, we were able to communicate what information needed to be given to the rest of the Carmel DECA members. The information would be written out to reduce the chance of misinterpretation.</p> <p>Collaborate with Others: While each group was working on their respective task, they valued the goals and needs of the organization while also contributing their own ideas. Each member of the group took upon themselves specific jobs which were later coupled with the ideas of other team members.</p>
Creativity and Innovation	<p>Think Creatively: While brainstorming we were able to come up with a number of quality service ideas that could possibly be done to help the Ronald McDonald House Charity. When a substantial amount of ideas were collected we analyzed and refined the list to determine which of these would be executed during the process of our fundraiser.</p> <p>Work Creatively with Others: After deciding on the projects, we went on to gain the approval of our advisors. After some differing views, the ideas were shaped to conform with the ideas our advisors were able to provide to improve the community service project.</p> <p>Implement Innovations: Once the plans were finalized, we began to incorporate the rest of the Carmel DECA Chapter members and organize events.</p>

Skill:	How:
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Critical Thinking
and Problem
Solving

Reason Effectively: Team members purposefully used inductive and deductive reasoning to solve everyday tasks as they came about them in the project.

Use Systematic Thinking: All team members were required to think about how the actions they were taking would fit together with the rest of the team's work to make the service project a success. For example, the individuals creating promotional material were required to think of the best possible methods to create the largest turnout which forced organizers to adjust to circumstances that were more than likely to occur in the future.

Solve Problems: After originally contemplating cooking a meal for the families, we decided to hire a chef to cook the meal, minimizing conflict and chaos as the date the meal would occur on neared.

Flexibility and
Adaptability

Adapt to Change: After sharing our ideas with the Ronald McDonald Home of Indiana, they had their own suggestions which we gladly took into account and carried out with as our community service project progressed.

Be Flexible: While communicating with the organization, they had very limited availability for possible dates to carry out our dinner. This left us needing to change our schedule to fit the availability of the RMH of Indiana.

Initiative and
Self-Direction

Manage Goals and Time: The project had a larger goal of providing the families in the Ronald McDonald Home of Indiana. Each fundraiser had a predetermined goal of fundraised money.

Work Independently: After being instructed to raise money, each student went out and implemented their own individual ways of fundraising.

Be Self-Directed: As each DECA members strived to reach their individual goal, they pushed themselves to become an expert relating to their topic and further aided others with their expertise to gain more knowledge within a broader scope.

Leadership and
Responsibility

Guide and Lead Others: Students led other students and assigned them specific tasks in order to make sure all events ran smoothly

Be Responsible: All members volunteering and raising money put this goal, helping the RMH of Indiana, in front of others to provide the families with the best holiday season possible.

Productivity and
Accountability

Manage Products: Before starting, we set goals on how to help the Ronald McDonald House Charity. Later, we established goals for each individual event.

Produce Results: In order to produce our desired results, all Carmel DECA members worked both efficiently and professionally while holding everyone accountable for their portions of the project.

IV. ORGANIZATION AND IMPLEMENTATION

A. Organizational chart, member involvement and job description

As current IB Business Management students and previous Marketing students, we understood that it was essential to create and utilize a management structure that would provide direction for the project and allow us to apply marketing competencies while increasing the efficiency and effectiveness of the organization. Maria Awad, Sydney Clark, and Madison Feigh chose to take on the task of overseeing and implementing the entire project, and they served as the project managers. We assigned class representatives to be in charge of collecting all the money from students in each respective class. These class representatives consistently checked in with the project managers to track the progression of the fundraising.

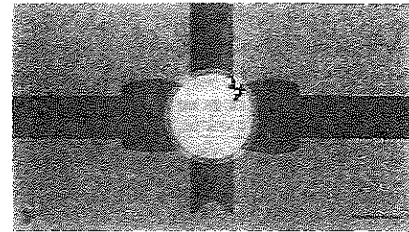
Our project was completed with the guidance of our advisory committee who provided support and guidance throughout the development and implementation of each activity of the Community Service Project. Through committees for each event, the organization was spread out among Carmel DECA Chapter members. The management structure for the project is as follows:

Advisory Committee/Member Involvement:	Role they served:
Caleb Bullock <i>Board Member of the Ronald McDonald House Charity</i>	<ul style="list-style-type: none">• Representative from the Ronald McDonald House Charity• Provided expert advice on implementation of the project• Contributed to fundraising ideas• Provided background information on the charity
Richard Reid & Laura Cardamon <i>Teachers and DECA Advisors</i>	<ul style="list-style-type: none">• Oversaw and approved the whole project• Supported and promoted all fundraisers• Encouraged student involvement
City Barbeque Manager	<ul style="list-style-type: none">• Contributed promotional ideas• Promoted event• Assisted with the City Barbeque fundraiser
Joan Deveau, Kim Gibson, Shannon Browning, Mandy German <i>Managing Staff of Deveau's School of Gymnastics</i>	<ul style="list-style-type: none">• Oversaw the blanket-making fundraiser• Assisted in promotion• Provided expertise on promotional activities

Advisory Committee/Member Involvement:	Role they served:
Amy Skeens-Benton <i>Assistant Principal and Jeans Day Advisor</i>	<ul style="list-style-type: none"> • Oversaw and distributed promotional material to teachers throughout the buildings • Collected and deposited money
Project Managers <i>Maria Awad, Sydney Clark, Madison Feigh</i>	<ul style="list-style-type: none"> • Organized activities within the project • Trained board members • Served as contact with advisory committee and with the Carmel DECA Chapter • Original promotion campaign • Oversaw project and events • Compiled financial records
Class Representatives <i>Laura Wagner, Carly Sorenson, Jonathan Moorman, Mara Stecker, Packy Hamilton, Ryan Lampe, Rachel Sorenson, Barron Reeder, Evan Shaw, Liam Mountain</i>	<ul style="list-style-type: none"> • Promoted fundraising within the DECA Chapter • Collected money from the DECA Chapter members and kept records of proceeds earned
Student Coffee Shop Committee <i>Mark Matsuki, Sam Johnson, Zak Grove</i>	<ul style="list-style-type: none"> • Promoted fundraiser to customers • Collected money through the use of a tip jar and kept records of the proceeds earned from the student-run coffee shop
City Barbeque Committee	<ul style="list-style-type: none"> • Organized and oversaw promotion of the City Barbeque fundraiser • Attended and oversaw the City Barbeque fundraiser
Holiday Meal Committee	<ul style="list-style-type: none"> • Communicated with chef on the requirements of the meal • Bought necessary items for the dinner • Arranged catering services to the Ronald McDonald Home • Set-up and oversaw the distribution of the meal to patients and families
Carmel DECA T-Shirt Committee	<ul style="list-style-type: none"> • Donated all proceeds from Carmel DECA T-Shirts to Ronald McDonald Home fundraising • Collected money from the T-Shirt sales and kept records of the proceeds made
Holiday Gift Committee	<ul style="list-style-type: none"> • Organized lists of gifts for families • Bought gifts from local stores and delivered all to the local Ronald McDonald Home of Indiana

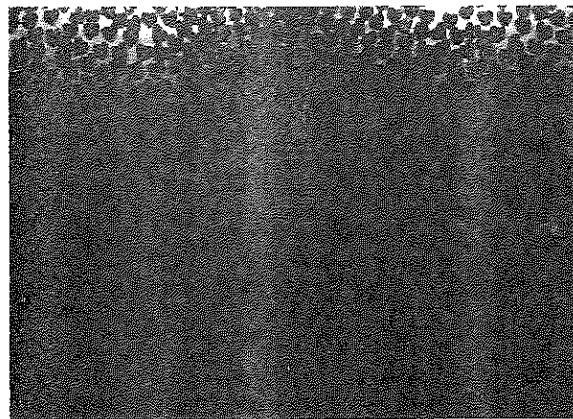
B. Description of the project and documentation

We had spent time talking with our two DECA advisors to establish our goal and identify our management structure for the numerous activities we had previously discussed. Through our research, we had gained a better understanding of the Ronald McDonald House charity and understood the importance of non-profit organizations to the families they serve, as well as the local community. We were confident in our abilities to serve the Ronald McDonald Home of Indiana through the use of our marketing knowledge and management skills—this would also increase awareness of RMHC and provide support while simultaneously promoting community involvement. The Ronald McDonald House of Indiana became the sole recipient of our donation after the successes of our events provided more funds than needed to accomplish our main events, the Wish List and the holiday meal.



We began our project by developing the goals and organizational structure for our campaign. We were now prepared to undertake the implementation and execution of our events. While the project was divided into committees, it was our goal to get as many Carmel DECA Chapter members involved as possible. For this reason, the project managers were careful in selecting dates to allow sufficient time for planning and the schedules of our members.

The following is an overview and documentation of the events developed and implemented by the chapter members. Further documentation is included in the appendix of the report.



Holiday Wishlist

What?

The holiday season is all about giving. As the holiday season approaches, children's minds are automatically drawn to the gifts that they will receive for Christmas. Unfortunately, when the cost of treatment and medications are so high for an ill child, being able to provide their child/children with presents is often not possible. More likely than not, this is the case for nearly all of the families that reside in Ronald McDonald Homes. With the use of the fundraised money, we made it our goal to be able to check every item off the Holiday Wish List provided for us on the RMH of Indiana website for the 58 families currently residing there.

How?

We were able to follow through with this event due to the separate fundraisers we hosted. These include:

1. City Barbeque Fundraiser
2. Vitality Bowls Fundraiser
3. Big Sis/Little Sis
4. Carmel DECA T-Shirt Fundraiser
5. Student Run Coffee Shop
6. Jeans Day
7. DECA Member "Sales Project"

When?

The fundraising for this event began at the beginning of October 2014. The items purchased on the Holiday Wish List were bought and delivered to the RMH of Indiana on December 13th, 2014.

Results:

The Wish List event was a very special event because it provided the Ronald McDonald House with all of the items necessary in providing the 58 families with gifts for the holiday season. The CHS contributors that made this event possible benefited from the knowledge that their simple donation had made such a large impact on the lives of all these families.



Holiday Dinner

What?

As a chapter, we decided that one of the best ways to truly put a smile on the families' faces was to show them that people truly do care and understand what the hardships they are enduring. We figured what better way to do this than a holiday meal. After searching for a chef or caterer who would be able to provide an excellent dinner for the families, we decided Maggiano's would be more than capable of creating a holiday meal that would do more than just satisfy the needs of the 58 families in the Ronald McDonald House. The families and workers of the RMH thoroughly enjoy every bite of salad, pasta and desert as we repeatedly had individuals coming up to us sharing their gratitude for such an amazing dinner.

How?

With the Carmel DECA Chapter's dedication to the Sales Project, we were able to raise \$2,590 in 17 days (from October 28th to November 13th), specifically for this event and the Holiday Wish List. Each IB Business Management and Marketing student was asked to collect one dollar from ten separate people to simulate some of the actions that non-profit organizations use for their funding.

When?

The holiday meal was hosted by Carmel DECA on January 5th, 2014. However, the fundraising that made this dinner possible started in the beginning of October.

Results:

The holiday meal left a lasting impact on the volunteers (servers) who participated in the actual event. Most importantly, the dinner also had a large impact on the 58 families in the RMH of Indiana. By hosting a dinner for the families at the Ronald McDonald house, we were able to show the families that there are people out there who understand what they are going through and care about them. The dinner helped to prove to the families that there are always people who will help them get through their struggles, and that they are not alone. In addition, this event showed all of the volunteers that it does not take much to truly show someone that you care about them. Just by hosting a dinner, families had fun and were able to enjoy each other's company, making them feel like a family again, even if just for one day.



Big Sis/Little Sis Fundraiser

What?

With a large portion of our community participating in sports, we decided that a local club would be more than willing to participate and support in our project to serve RMH of Indiana. Our search led us to Deveau's School of Gymnastics. The competitive team at Deveau's had recently implemented a Big Sis/ Little Sis program which was very helpful as it provide pre-organization pairs for this event. As a bonding activity for the "sisters", the pairs created a blanket. Volunteers and staff helped to teach the children the importance of giving back to the community. This activity provided 49 fleece blankets that would later be given to the families at the RMH of Indiana.

How?

Every person that attended the event donated \$10 to offset the cost of the blanket supplies and to provide additional money for future projects.

Each child under twelve was matched with a "helper" to assist them in their production of a blanket.

Carmel DECA members acted as guides and supervisors of the event.

When?

The event took place on November 22, 2014.

The delivery of the blankets took place on December 13, 2014.

Results:

This event was a great way for us to promote the Ronald McDonald House Charity. At the beginning of the event we made a brief speech detailing their mission and encouraged further support for Ronald McDonald Homes and other similar charities, especially throughout the holiday season. By passing out flyers to the parents and having the coaches promote the event, we were able to spread the word of the event throughout Deveau's School of Gymnastics. At the end of the event, many children expressed how happy they were to help families in difficult situations. With this event alone we created 49 blankets for the families at the Ronald McDonald House charity and raised an additional \$314.



City Barbeque Fundraisers

What?

In order to spread the word about the Ronald McDonald House of Indiana, we thought that it would be a great idea to do a benefit night at a local restaurant in order to raise awareness about the work of these Homes and fundraise money. Many Carmel DECA Chapter members had previous connections with restaurants throughout the Carmel community, and we asked one of these restaurants, City Barbeque, to host a benefit night. To promote this event, DECA members made flyers that were posted throughout the school. We also gave flyers to our fellow students, family, friends, coworkers and they were also placed randomly throughout the city of Carmel, in places like the Carmel Clay Public Library and around the Carmel Arts and Design District. By involving the entire community, we were able to educate several hundreds of people about the Ronald McDonald House charity and all they do for the struggling families.

How?

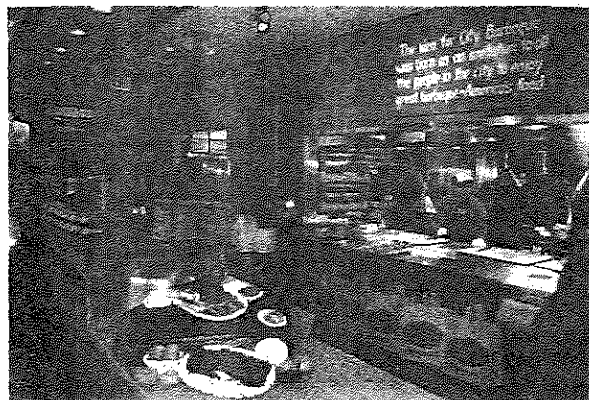
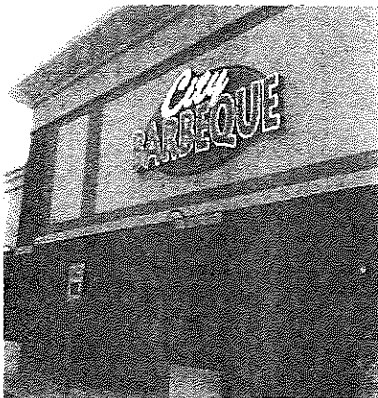
At City Barbeque, every person who came in with a flyer or mentioned that they were there for the Carmel High School DECA Fundraiser had their receipt put into a bowl. At the end of the promotion night, the money made from these orders was totaled and we received 25% of the total profit.

When?

The fundraiser for City Barbeque took place on December 18, 2014.

Results:

The fundraising night was a great way for us to involve the community. By passing our flyers out to family members, friends, coworkers and randomly throughout the city of Carmel, we were able to spread the word to the Carmel community and successfully get them involved. In addition, on our flyers, we put a small description of what the Ronald McDonald House is, and what they do for these families. This way, we were able to raise awareness for Ronald McDonald Homes and educate the community so that if they were unable to attend a promotional night at a given restaurant, they would still be able to donate. With this event, we raised over \$500. All proceeds from the City Barbeque went to the Ronald McDonald Home as a part of the final donation from the Carmel DECA chapter.



Vitality Bowls Fundraisers

What?

In December, the Carmel DECA Chapter was approached by a new restaurant, Vitality Bowls, and was asked to help them with their training process and gain them publicity before their grand opening. Vitality Bowls offered to sell their Açaí bowls for \$5 while training their employees if the customer presented a special ticket at the register. A dollar from each of the sales would go to the RMH of Indiana, which in turn proved to be an excellent way to provide additional donations to the organization.

How?

Once a bowl is purchased and the ticket is handed to the cashier, the receipt will be put in a bin. At the end of the night, the restaurant will count the number of bowls sold and for each bowl sold, a dollar will be donated to our Ronald McDonald Fund.

When?

The fundraiser for Vitality Bowls took place between February 2-5, 2014.

Results:

The fundraising week will be a great way for us to utilize the marketing skills obtained in business classes and apply them to a real life situation while also helping a new restaurant succeed in the area. By passing our flyers out to family members, friends, coworkers and randomly throughout the city of Carmel, we will be able to spread the word to the Carmel community and get them involved. This event will also promote health throughout the community because this restaurant is completely dedicated to healthy organic ingredients. All items on the menu are based around a special superfood, the açaí berry.

C. Impact goal for the beneficiary

The amount of time Carmel High School devoted to ensure that the holiday season for The Ronald McDonald House Charity proved to be time well spent. During the dinners and at the end of the holiday season, we were able to view the appreciation on each of the family members' faces. All projects to raise money, gather donations, and provide for the families went as smoothly as possible. Each member realized the hard work that goes into keeping a charity going through the donations that they collected. Since promotion is what allows the organization to continue and thrive, we promoted The Ronald McDonald House Charity at each event—which in turn will benefit the organization for years to come. Whether it was simply through promotion, donations, or one of a kind events we are assured that our assistance has been well used. The support of our chapter is as summarized:

- Raised \$2,750 for The Ronald McDonald House Charity.

- 175 items were purchased from the money raised to fulfill the holiday wish list of the organization, valued at \$1,456.
- 49 blankets were made by the community to give to the families during the holiday season.
- Full Maggiano's meal was provided to the family which valued \$1,040.
- Educated Carmel High School business classes on the daily functions of a non for-profit business.
- Educated Carmel High School and the community on the importance of giving back to those less fortunate.
- Utilized our marketing and management skills in the creation of the project.

The benefits that all parties received made the project well worthwhile. Although the intended recipient was The Ronald McDonald House Charity, all Carmel DECA Chapter members received non-tangible benefits--the knowledge and experience of working with and raising money for non-profit organizations, and the sense of accomplishment and pride that goes hand in hand with helping those who are in need. The recipients, the 58 families at the RMH of Indiana, were beyond grateful for everything that was sent their way.

V. EVALUATION AND RECOMMENDATIONS

A. *Evaluation of the project*

Choosing a community service assignment as our project for DECA, we knew that if we wanted to be successful, we would have to change the Carmel community's mindset about what serving the community actually was. With this being one of our intentions, we worked hard to spread the word about what events we were hosting and why we were hosting them. We wanted the entire community to benefit from this project and because of this, we had to think of the assignment as more than just a "DECA project." Each member that was involved developed connections with the mission of our project. Everyone who was involved put everything they had into the events, making it seem like it was their project too, not just ours. In order to truly analyze and assess whether or not we were successful, we had to look at the goals that we originally made and



the goals that we developed as the project went on. Our original goals and intentions for the success of the project were as follows:

- *To provide the families residing in the Ronald McDonald Home of Indiana with a true feeling of holiday spirit.*

Nearly all of the events that we hosted were centered around giving the families at the Ronald McDonald house a cheerful holiday. Whether it was providing them with everything on their holiday wish list or gathering them all together for a home cooked meal, we were able to provide the families with the strength and a renewed attitude that they can overcome whatever they were going through. No family should have to suffer for months on end as they watch their children struggle in the hospital. More importantly, no family should have to suffer around the holiday season. With the help of our community, we were able to provide the families with the cheerful holiday spirit that they deserve to have year round.

- *To educate Carmel High School students about how non-profit organizations work.*

We wanted to take our community service project to the next level and educate our fellow classmates about non-profit organizations. We felt that with this education, our school would understand the struggle behind asking for money for a living. By realizing the difficulty behind collecting \$1 from ten different people, our fellow classmates became more mindful about the amount of work that it takes for non-profit organizations to serve their families.

- *To raise awareness about the Ronald McDonald Charities to the school and the community.*

This project was not only meant to help the families at the Ronald McDonald house but was also meant to raise awareness about the Ronald McDonald charities. Using our project, we were able to inform our community about what the objectives of the Ronald McDonald houses are and about how and what they provide for the families that are in need of their help. We were able to raise awareness of the charity by writing descriptions of the Ronald McDonald charities on our flyers and talking and presenting a description of the charity to our DECA Chapter.

- *To provide resources and financial help to the Ronald McDonald House of Indiana.*

In addition to this project helping us and our DECA Chapter in ways we could not imagine, donating the money to the Ronald McDonald House showed that we can make a difference in someones life. Donating a total of \$2,750 allowed us to provide the Ronald McDonald house with a

holiday season that the families, and all of us, will never forget.

The resources and the financial help that we provided changed us and our fellow classmates' mindset about community service.

Carmel DECA Chapter members and all who participated in the fundraising events realized that they can truly make a difference in somebody's life while enjoying themselves as well. By

providing the Ronald McDonald House with the resources and the

financial help, we were able to take a bit of the stress that comes with the holiday season off of the families and off of the Ronald McDonald charity as a whole.



B. Impact of the community service or charitable project

Community service to high school students has always been portrayed as a punishment. If not seen as a consequence, community service is a task that many students see as a way to get volunteer hours for a club or to put on college applications. The numerous misconceptions about community service were a factor of why we became involved with this project to start with. We wanted to do something to change the mindset of high school students and to educate them about what community service is truly about. Helping the Ronald McDonald house quickly became something that everyone enjoyed doing. Our Community Service project required a lot of hard work and a lot of dedication from our DECA Chapter. Through this dedication, helping the Ronald McDonald House of Indiana will continue to be a Carmel High School tradition.

Most importantly, the Ronald McDonald House of Indiana was able to provide all of the 58 families with a holiday season to remember. The impact of our community service project was not just based on how many items we provided to the families or how much money we donated. If nothing else, just putting a smile on the families' face during such a rough time and bringing them together for the holiday season meant that this community service project was worth it.

C. Recommendations for future projects

With the involvement of our DECA Chapter and the outcomes of our community service project, we were enthusiastic with our results. We realized that our contributions have created a significant impact in the families' lives and we would like to continue to make an impact. Since our relationship with The Ronald McDonald House Charity is relatively new, we would also like to see it

continue to grow in the following years which we are sure that our chapter would be thrilled to do.

As a guide to the chapter in the future, we would like to suggest the following ideas:

- Create sponsorships within the community to help further finance projects
- Include more organizations such as sport clubs and high schools in order to help create a larger impact on the families at the Ronald McDonald houses
- Make the Wish List an annual project for the Carmel High School DECA Chapter
- Update the rooms at the Ronald McDonalds Houses
- Continue to educate the new chapter members of the workings of a non for-profit organization
- Promote The Ronald McDonald House Charity to the community and encourage volunteering or donations especially during the holiday season

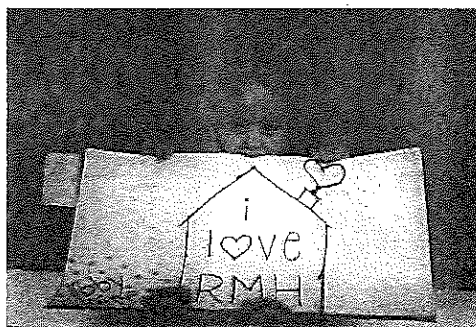
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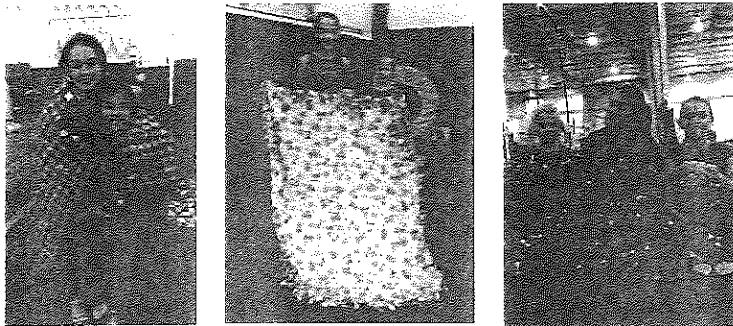
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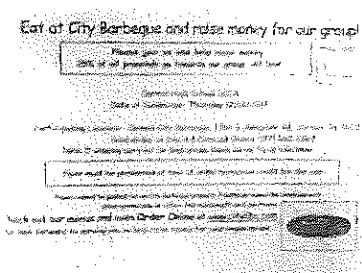
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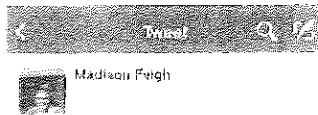
VII. APPENDIX



Additional photos from the Big Sis Little Sis blanket making project.



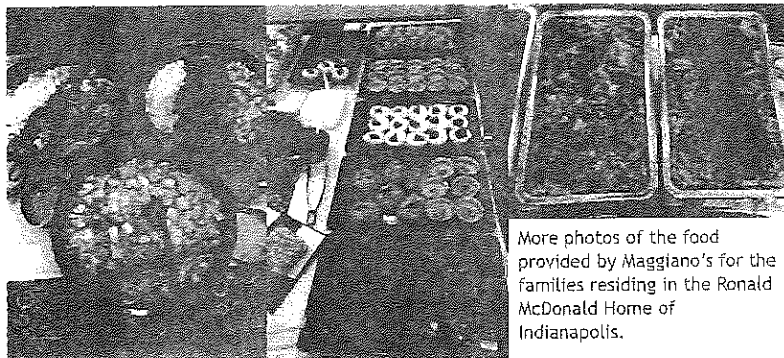
The flyer that was passed out and posted throughout Carmel High School and the Carmel community. DECA members also posted about the event on multiple social media sites such as Facebook, Twitter, and Instagram.



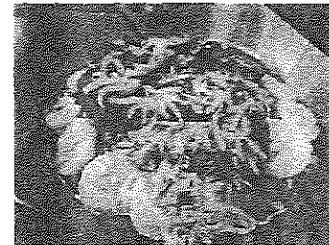
Don't forget to come support the Ronald McDonald House charity tomorrow at City BBQ!! When you mention Carmel 25% of the proceeds go to RMHC



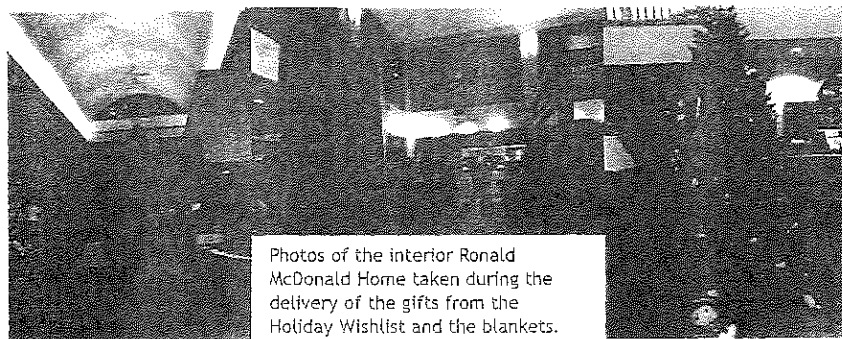
Another event we did for the RMHC was a "jeans day" for teachers, where if a teacher donated \$1 or more they could wear jeans to school. This event was successful in raising awareness throughout Carmel High School while also contributing a substantial amount of money to the Ronald McDonald Home of Indianapolis.



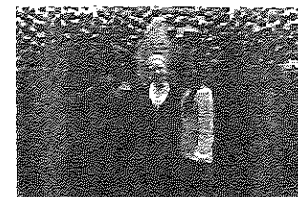
More photos of the food provided by Maggiano's for the families residing in the Ronald McDonald Home of Indianapolis.



One of the many types of açaí bowls available at the Vitality Bowls Superfood Café, a restaurant new to the Carmel community. Carmel DECA Chapter members helped to promote the new café within the area by handing out "tickets."



Photos of the interior Ronald McDonald Home taken during the delivery of the gifts from the Holiday Wishlist and the blankets.



Volunteers from the Carmel DECA chapter at the Ronald McDonald Home of Indianapolis after helping out at the dinner.